



PR Professionals and Social Media

B. Natalia Sari Pujiastuti, S.Psi, M.Si
Dosen & Praktisi PR

Hp. 081390387552

@neth_pretty

Komunikasi

- Secara umum, komunikasi merupakan proses penyampaian pesan/informasi menggunakan aturan tertentu melalui media.
- Penyampai / Sumber
- Penerima / Audience
- Pesan / Informasi
- Aturan / Protokol
- Media (Audio, Visual, Adio-visual, Cetak, Elektronik)



Sosial Media



- Media sosial adalah sebuah media online, dengan **para penggunanya** bisa dengan **mudah berpartisipasi, berbagi, dan menciptakan isi** meliputi blog, jejaring sosial, wiki, forum, *public web storage*.
- (sumber:
http://id.wikipedia.org/wiki/Media_sosial)

Layanan Sosial Media

- Dokumen
 - <http://www.slideshare.net/>
 - <http://issuu.com/>
- Photo
 - <http://picasa.google.com/>
 - <http://www.flickr.com/>
- Video
 - www.youtube.com
 - www.vimeo.com
- Update
 - www.twitter.com
 - www.plurk.com
- Jejaring Sosial
 - <http://www.facebook.com/>
 - www.linkedin.com/
- Blog
 - www.wordpress.com
 - www.blogger.com



Tugas & Fungsi Humas

- Layanan informasi (data, publikasi/sosialisasi)
- Dokumentasi
- Komunikasi Masyarakat



Internet & Humas

- Belakangan muncul istilah *e-public relation* (ePR) yang diartikan sebagai usaha melaksanakan fungsi dan tugas kehumasan melalui media internet.



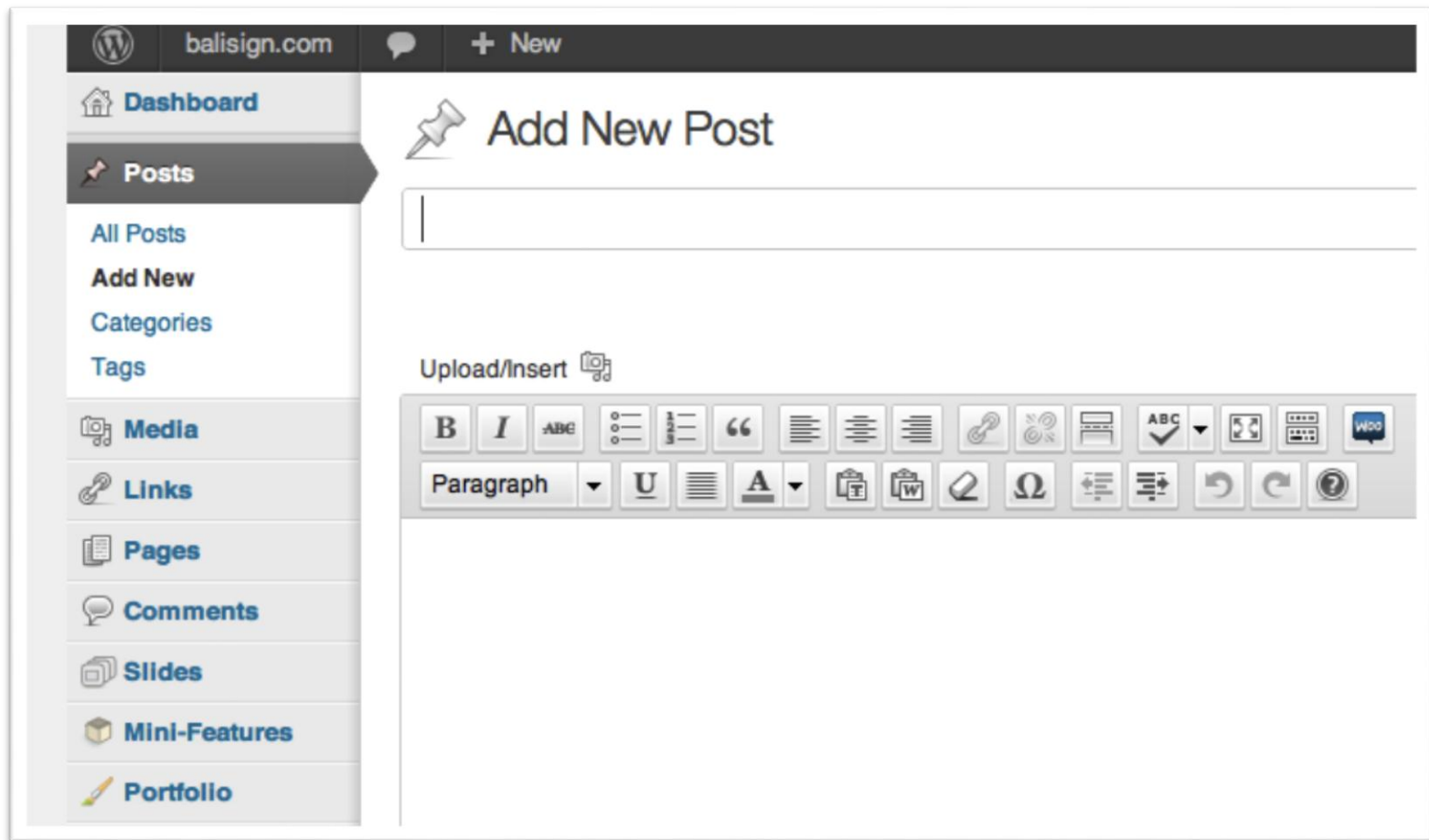
Internet & Humas

- Untuk menjalankan fungsinya dengan optimal disekarang ini, Humas harus memiliki :
 1. Email resmi aktif.
 2. Blog.

Blog dari kata *web* yang berarti wesbite atau bisa juga jejaring di internet dan *log* yang berarti catatan harian (jurnal). Dengan kata lain, website yang diupdate secara berkala.

Mengapa Blog?

- Mudah (menggunakan *Content Management System*)



Mengapa Blog?

- **Murah**

Hosting

Media penyimpanan

Domain

Nama & Alamat



Mengapa Blog?

- **Diversifikasi Format Informasi**

Photo



Audio



Video



Mengapa Blog?

- Integrasi Sosial Media

Share (Sebarkan)

Mungkin saya akan memasukkan sedikit pengetahuan. Saya berharap mereka dapat menempatkan kapan melihat orang lain sebagai individu tanpa label apapun.

 Like  Be the first of your friends to like this.

 Share / Save   

← Aktivis Tolak Eksploitasi Hutan

Embed (Menyisipkan)



Mengapa Blog?

- **Komunikasi banyak arah**

Leave a Reply

Your email address will not be published. Required fields are marked

Name

Email

Website

Comment

You may use these HTML tags and attributes: <abbr title=""> <acronym title=""> <blockquote cite=""> <cite> <code> <del datetime=""> <i> <q cite=""> <strike>

POST COMMENT

Mengapa Blog?

- **Terindex – didata mesin pencari.**

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (TM) at the end.The Yahoo! logo, featuring the word "YAHOO!" in a purple, serif font with a registered trademark symbol (®) at the end.The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a trademark symbol (TM) at the end.

SLS 360°

1

Social Business Strategy

Integrated business objectives within a social strategy

2

Social Media Training

Cohesive, Customized Training Programs

3

Digital PR

Combining Traditional PR services within a unified "digital" PR offering

4

Analytics

Research & Monitoring of Social Channels

5

Social Media Marketing

Social Advertising, Social Commerce

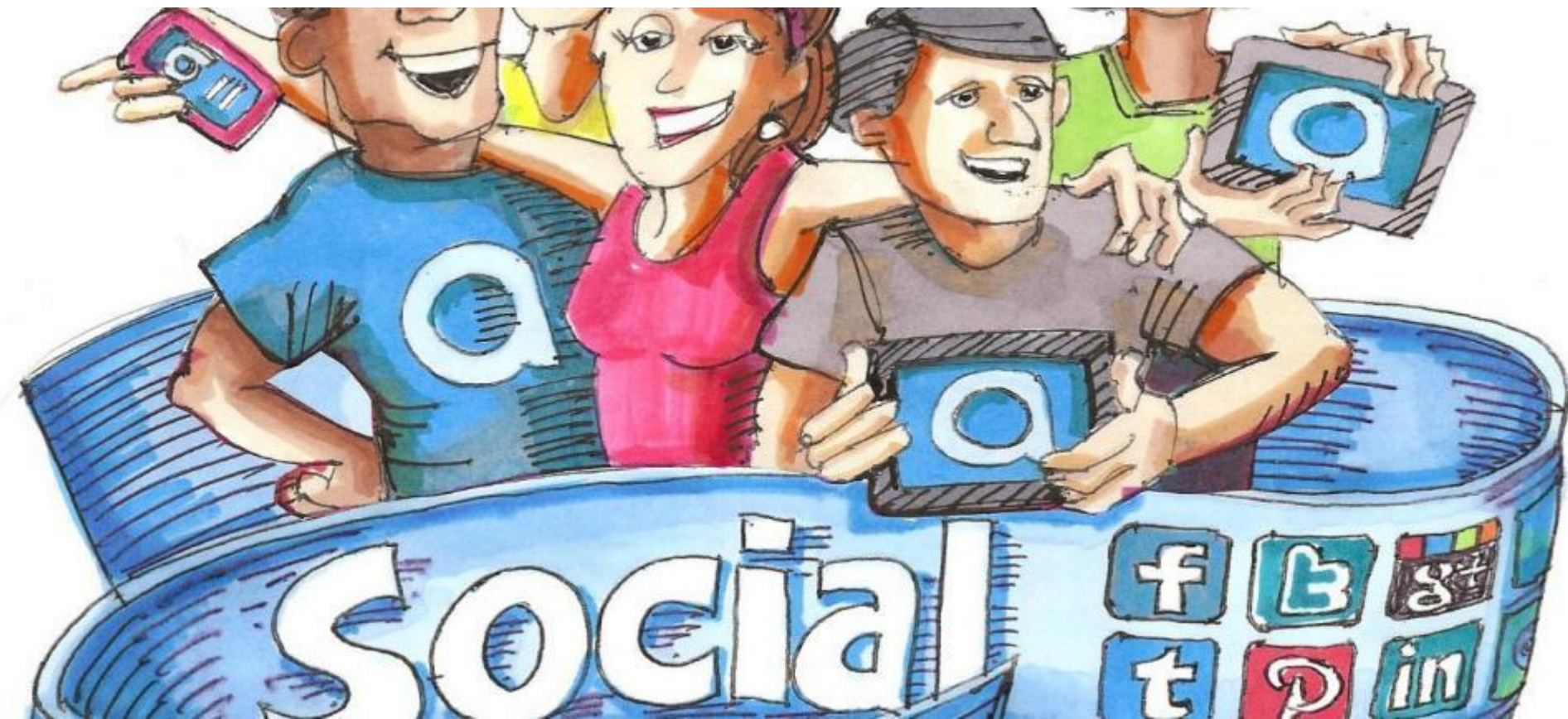
6

Creative

Ad Copy, Digital Assets

Are PR Practitioners the Perfect Social
Media Professionals?

Why the Answer is YES



Experienced Storytellers

Develop Skills in Social and Visual Content

- **Video**
- **Photography**
- **Graphics**
- **HTML**
- **Lynda.com**
- **GeneralAssemb.ly**



Expert Communicators

Writing skills are necessary for:

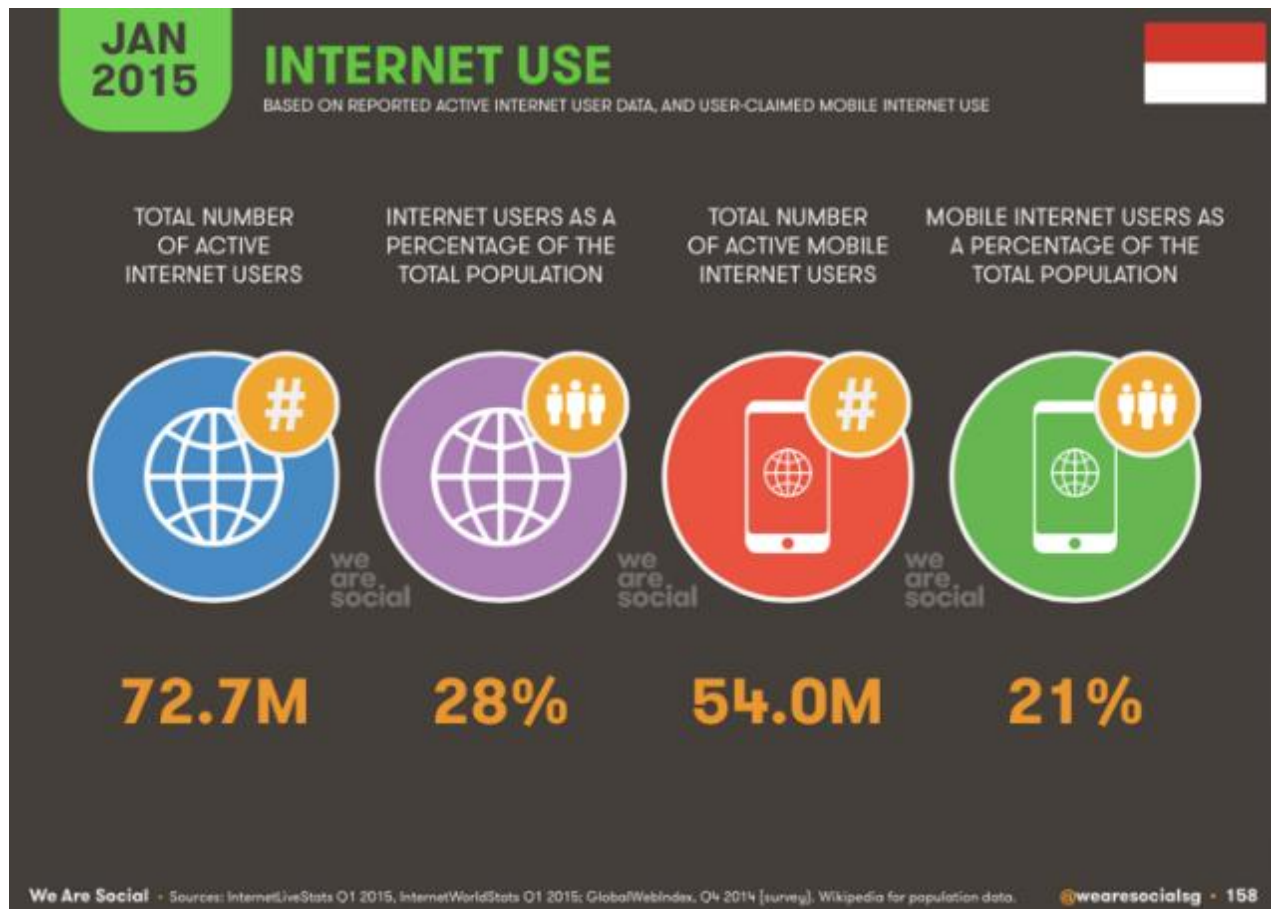
- Blog posts
- Tweets
- Status Updates
- Video scripts
- Tag Lines
- Company Page copy





 **Prawitanadi Group®**
TRASTY
www.trastybatik.com

LISTENING in Social Media the most importance informations.



Komunikasi Era Internet

- Semakin kecil hambatan ruang (geografis) dan waktu.
- Jangkauan penerima/*audience* yang lebih luas.
- Format informasi yang lebih beragam.
- Multi arah.

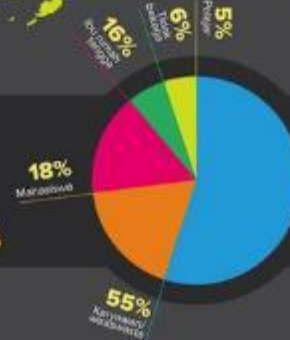


DEMOGRAFI PENGGUNA INTERNET INDONESIA

JUMLAH PENGGUNA INTERNET DI INDONESIA BERTAMBAH



Usia Pengguna

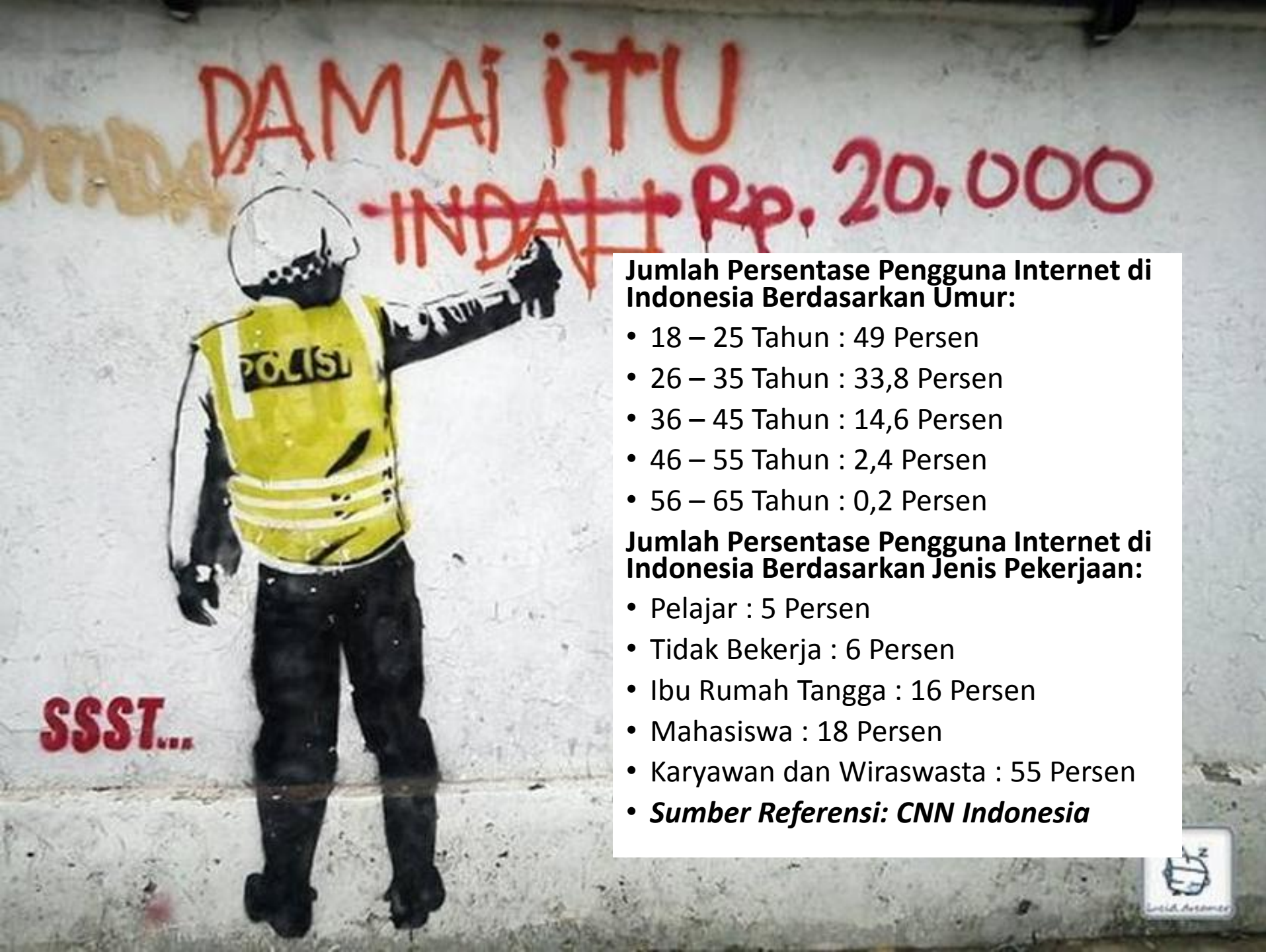


Pengguna Internet Indonesia mengakses dengan:



Lima hal yang paling sering diakses pengguna internet Indonesia:





Jumlah Persentase Pengguna Internet di Indonesia Berdasarkan Umur:

- 18 – 25 Tahun : 49 Persen
- 26 – 35 Tahun : 33,8 Persen
- 36 – 45 Tahun : 14,6 Persen
- 46 – 55 Tahun : 2,4 Persen
- 56 – 65 Tahun : 0,2 Persen

Jumlah Persentase Pengguna Internet di Indonesia Berdasarkan Jenis Pekerjaan:

- Pelajar : 5 Persen
- Tidak Bekerja : 6 Persen
- Ibu Rumah Tangga : 16 Persen
- Mahasiswa : 18 Persen
- Karyawan dan Wiraswasta : 55 Persen
- ***Sumber Referensi: CNN Indonesia***

**JAN
2015**

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**255.5
MILLION**

URBANISATION: 51%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**72.7
MILLION**

PENETRATION: 28%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**72.0
MILLION**

PENETRATION: 28%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**308.2
MILLION**

vs. POPULATION: 121%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS

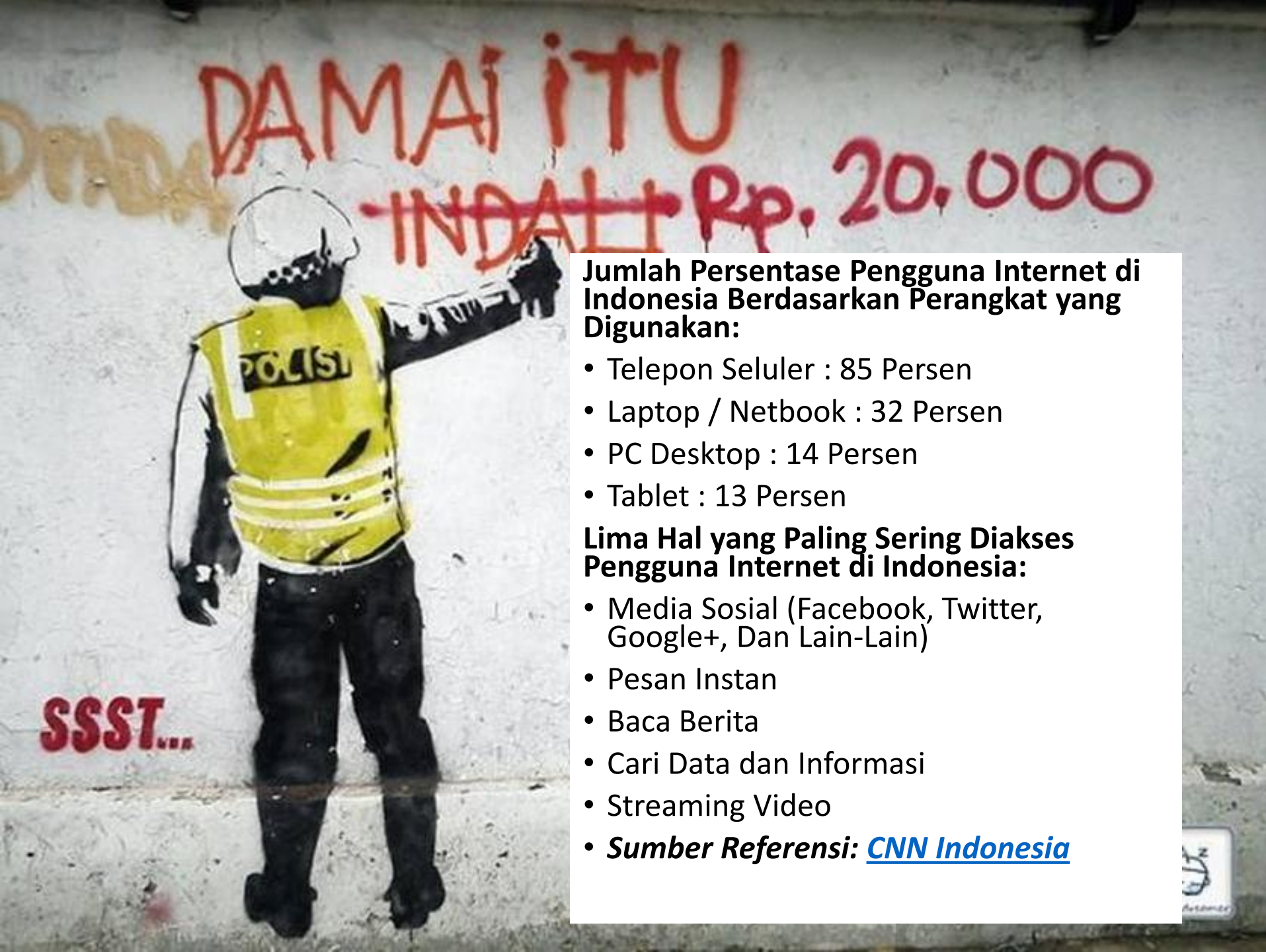


we
are
social

**62.0
MILLION**

PENETRATION: 24%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS



Jumlah Persentase Pengguna Internet di Indonesia Berdasarkan Perangkat yang Digunakan:

- Telepon Seluler : 85 Persen
- Laptop / Netbook : 32 Persen
- PC Desktop : 14 Persen
- Tablet : 13 Persen

Lima Hal yang Paling Sering Diakses Pengguna Internet di Indonesia:

- Media Sosial (Facebook, Twitter, Google+, Dan Lain-Lain)
- Pesan Instan
- Baca Berita
- Cari Data dan Informasi
- Streaming Video
- **Sumber Referensi:** [CNN Indonesia](http://CNNIndonesia.com)

You Build Relationships

Get to know what your customers need and want from you via social media. Get involved in the conversation.

BECOME A
TRUST AGENT

Three Social Media Mishaps That Became PR Disasters



@HVSVN

Don't fly @BritishAirways. Their customer service is horrendous.

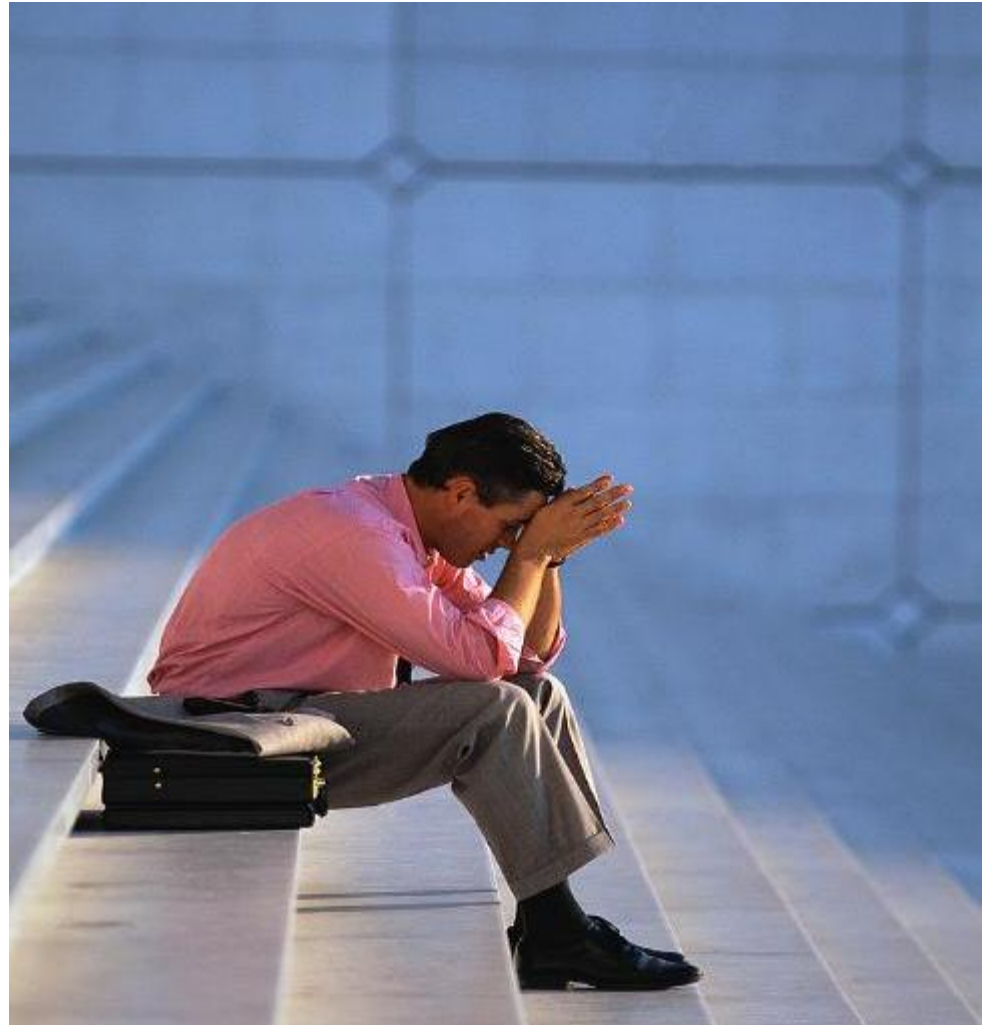
 Promoted by

9/2/13, 7:57 PM

CRISIS COMMS

PR PROFESSIONALS ARE
TRAINED IN CRISIS
COMMUNICATIONS.

- Swift
- Transparent
- Clear Message
- Continued Updates
- Audience & Platform Specific



DELAI 17 JAM LEBIH



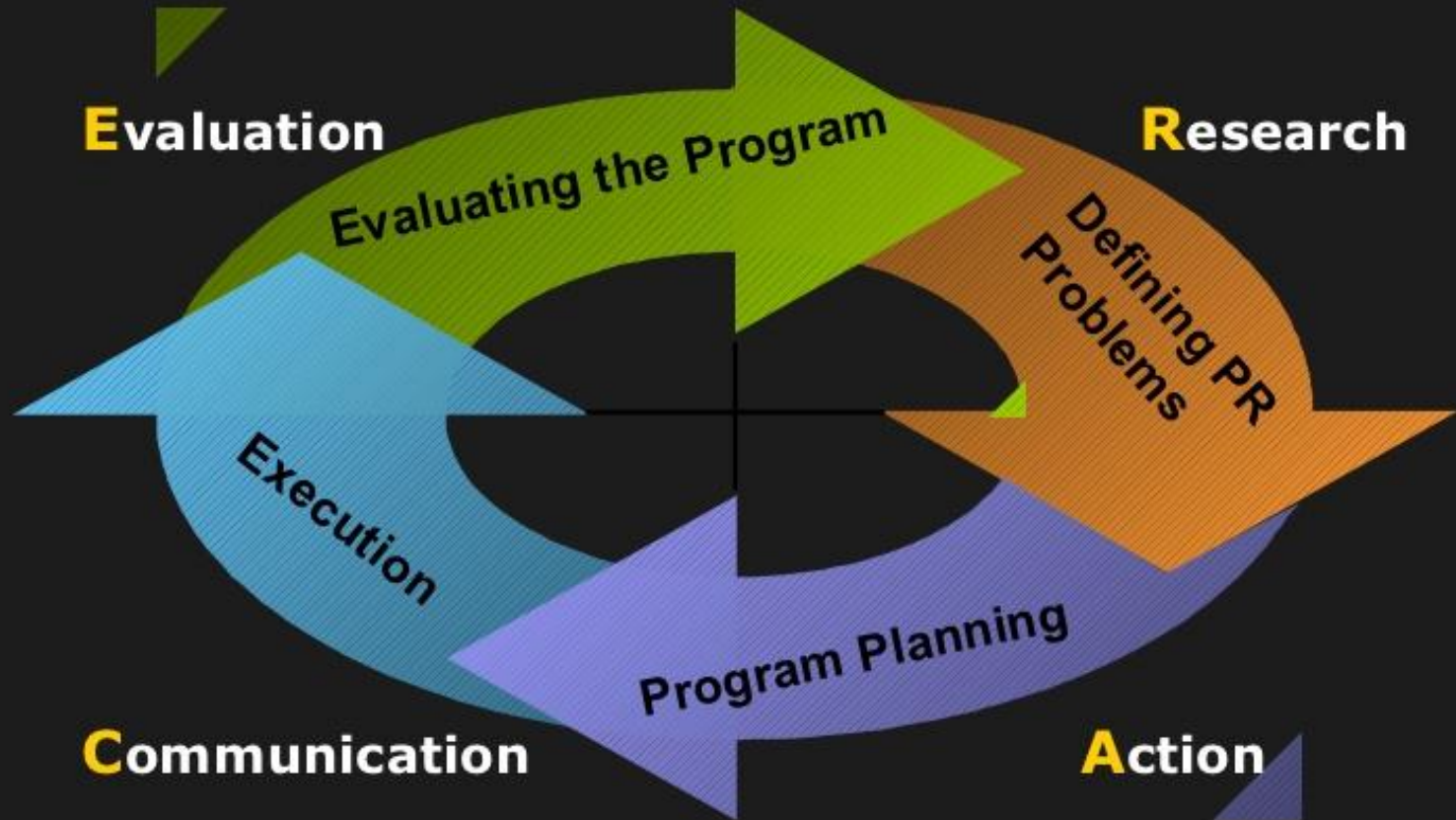
**INI PESAWAT
APA METRO MINI?**

supir metro mini tersinggung
disamakan dgn lion air....

mana pernah kami ngetem 2 hari!.....

Seeking Feedback

Public Relations as a Process: RACE



CUMA DI INDONESIA



**YANG UDAH MASUK PENJARA MALAH TERKENAL
DAN MASUK DI ACARA TV YANG TAK BERMUTU :V**